



## In-State Snowmobile Co-Op

The In-State Snowmobile Co-op is a program designed to raise awareness and generate leads for Idaho-based snowmobiling destinations. It is part of a larger, \$90,000 Tri-State Co-Op program between Idaho, Montana and Wyoming. Of the three states, Idaho is the only state that has an in-state program, so this is an exciting opportunity to take advantage of.

The main promotional site is [www.sledtherockies.com](http://www.sledtherockies.com) and the in-state section is located at <http://www.sledtherockies.com/idaho/index.aspx>



### What participants receive:

- Your own promotional landing page
  - Determine content and links – packages, deals, offers & event calendars are recommended.
  - Trail maps, logos, videos and photos are also encouraged.
- Support from a national \$70,000-\$80,000 media campaign sponsored by Idaho, Wyoming and Montana
  - Online banners will run on a variety of snowmobiling sites, in addition to content networks and Google search.
  - Print ads will run in regional snowmobiling magazines.
  - Broadcast support, where available.
- Database of leads
  - The Tri-State Co-Op includes an online promotional sweepstakes whereby each state offers an all-inclusive snowmobile vacation (3 total).
  - For those customers who opt-in to receive Idaho information, we will provide each partner will lead information to use for fulfillment purposes.

### Cost to participate:

- Participants need to apply in the amount of \$5,400

For more information, please contact Kathryn Barker at Drake Cooper at:

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